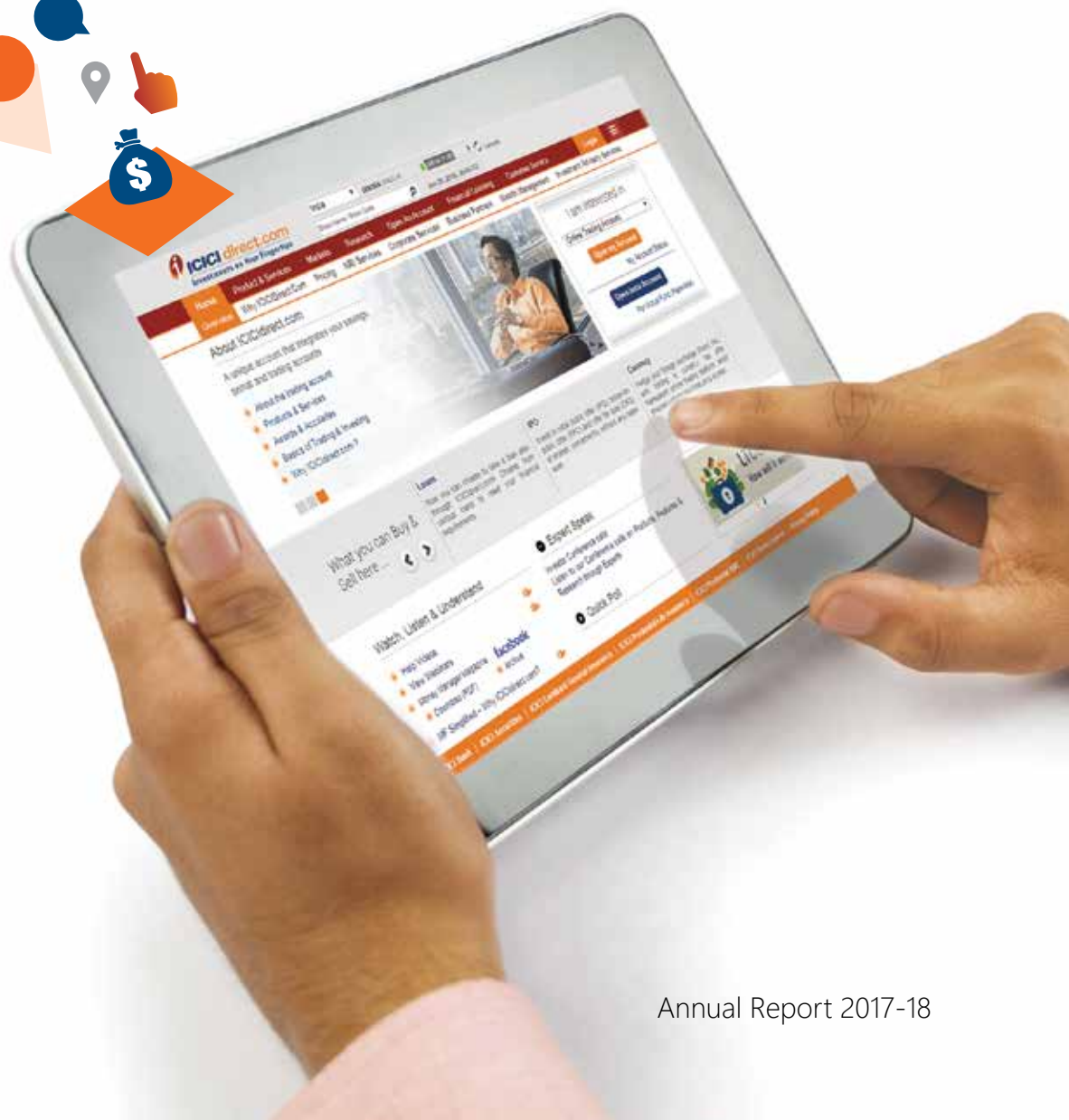


Digital-led
Knowledge-driven

Partnering India's Wealth Creation



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You can find this report and additional information about ICICI Securities on www.icicisecurities.com

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Digital-led Knowledge-driven Partnering India's Wealth Creation

India has always been a high-savings economy. Household savings, which comprise almost a fifth of our GDP, is expected to rise at a CAGR of almost 13% between FY 2018 and FY 2021, due to robust economic growth and favourable demographics.

With rising income levels and increased awareness of investment avenues, a greater proportion of household savings are moving from physical assets like gold and real estate to financial assets like equity and equity linked products and fixed income investments beyond bank FDs etc. The proportion of financial savings to household savings in India has increased from approximately 31% in fiscal 2012 to 41.5% in fiscal 2016.

Financialisation of household savings is opening unprecedented opportunities for intermediaries.

As the largest equity broker and the second largest non-bank mutual fund distributor in India, ICICI Securities has created a strong leadership position amongst financial intermediaries. We revolutionised the brokerage business in the year 2000 with the launch of ICICIdirect.com – our proprietary online equity trading platform, which has enabled wealth creation for retail investors by democratising equity, facilitating easy access to it and empowering them with the requisite knowledge to make informed investment decisions.

Amongst the retail investors, there is a fast-growing club of High Net Worth Individuals (HNIs) in India, who seek professional wealth management solutions. According to the Asia Pacific 2016 Wealth Report by New World Wealth, India was ranked among the top five Asia Pacific countries in terms of number of HNIs, with 2.36 lakh such entities. Indian HNIs increased by 55% from 1.52 lakh in 2007 to 2.36 lakh in 2015. Further, HNI wealth rose 67%, from USD 0.9 trillion in 2007 to USD 1.5 trillion in 2015. The opportunity to assist this segment of the population in their wealth creation and preservation aspirations is increasing. ICICI Securities services this opportunity through its Wealth Management division.

At the macro level, with India's economy having crossed the USD 2 trillion figure in 2015 and expectations of crossing USD 3 trillion by 2019, much of the growth

story has been driven by the corporate sector, fuelled by funding - both from the equity markets and as well as domestic and foreign institutions. ICICI Securities is a conduit for corporates that seek to raise funds from the capital markets.

Going forward, if India is to achieve USD 5 trillion GDP size by 2025 (World Bank), USD 17 trillion in 2030 and USD 42 trillion by 2050 (PwC report – World in 2050), the funding needs of corporate India will be immense. Accordingly, the opportunities for institutional broking and merchant banking will be enormous.

ICICI Securities caters to the requirement of corporates through its institutional broking and investment banking divisions, enabling them to create wealth for stakeholders and the nation.

Our digital-led seamless customer experience is complemented with knowledge-driven cutting-edge research, enabling prudent investment decisions and consequently, wealth creation for various segments of the economy.



ICICI Securities – At a Glance

ICICI Securities is a leading technology-based securities firm in India. Headquartered in Mumbai, our bouquet of financial services includes brokerage, financial product distribution and investment banking, with a focus on both retail and institutional clients.

We are driven by a goal of 'Creating Informed Access to the Wealth of the Nation' for our diversified set of clients that include corporates, financial institutions, High Net Worth Individuals and retail investors.

Revenue:

₹ 18,593 mn

32% Y-o-Y growth

23% 4-year CAGR growth

PAT:

₹ 5,577 mn

65% Y-o-Y growth

57% 4-year CAGR growth

ROE:

85%

Over

65% since FY 2016

Dividend:

Highest dividend payout in FY 2018

4.0 mn strong customer base

0.46 mn acquired in FY 2018

29% growth in NSE active clients

200+ branches across **75+** cities

Presence in **2,600+** ICICI Bank branches

~5,400+ sub-brokers, authorised persons, IFAs and IAs

Over

95% broking transaction performed online (in notional value terms)

Over

90% of the mutual fund transactions performed online (in terms of the number of transactions)

Largest equity broker in India powered by ICICIdirect

9%

Market Share

₹ 10 bn in FY 2018

Highest ever brokerage revenue

2nd largest non-bank mutual fund distributor by revenue

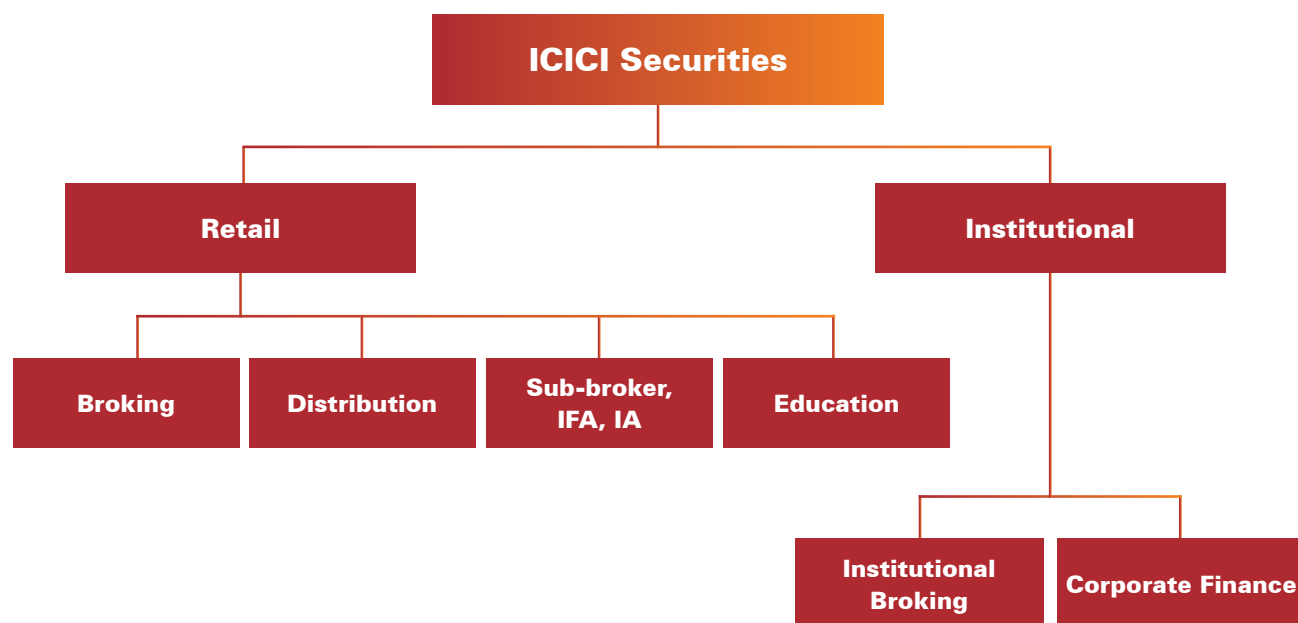
44% Y-o-Y growth in MF Average AUM

Leading investment bank in equity capital market

Managed

27 Equity Capital Market issues with the mobilisation of **~₹ 540 bn**

Business Structure



Customer segmentation



How we serve them



Retail

- Online •.....▪ ICICIdirect.com
- Offline •.....▪ Select and Premier outlets for mass and mass affluent customers
- Sub broker, IFA, IA
- ICICI Bank Branches
- Call Centre



- High Net Worth Individuals (HNIs) •.....▪ Dedicated wealth-managers spread across all metros, emerging metros, and major cities



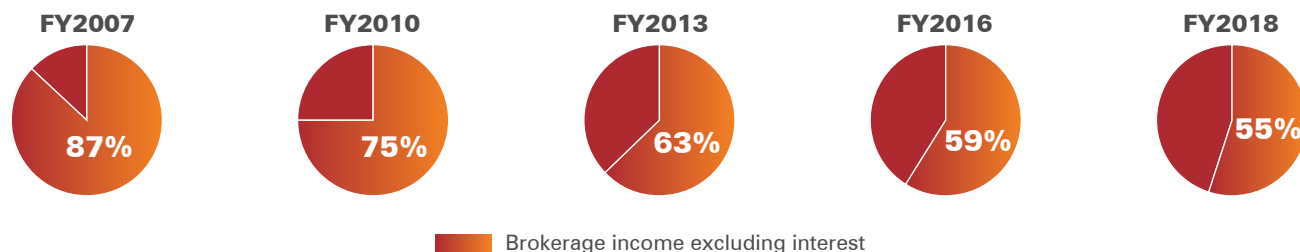
Institutional

- Buy (DII, FII, PEs, Hedge Funds etc.)
- Sell (Corporates, Entrepreneurs, Startups, PEs) •.....▪ Institutional sales desk in India, US and South Asia

Journey so far



Revenue diversification (contribution of brokerage income excluding interest to total income):





Vision

- To be the first choice securities player in India and a leading player globally
- To deliver robust financial performance creating superior value for all stakeholders
- To ensure client comes first, all else follows
- To deploy cutting-edge digital solutions to transform the wealth of the nation
- To be an employer of choice – “a job here, is never just a job”
- To be admired by all stakeholders



Mission

Creating Informed Access to the Wealth of the Nation

Awards and Recognition

■ UTI Mutual Funds and CNBC TV18 Financial Advisor Awards 2017-18

Best Performing National Financial Advisor Equity Broker

■ Indian Retail Award 2017

Best in Customer Service - Financial Services

■ Outlook Money Awards 2017 – in the Institutional Financial Distributor category

■ Franchisor of the Year 2017 – in the Financial Services category

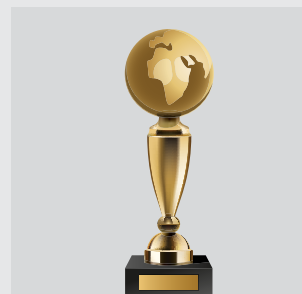
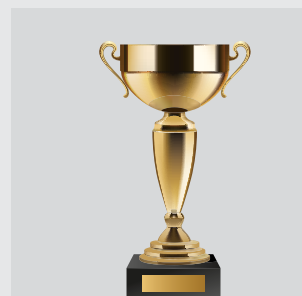
■ ET Now – BFSI Awards 2017 for Partner Value Creation

■ Asian Customer Engagement Forum & Awards, 2017. ICICIdirect Community (iCommunity) won “Bronze” Award under “Excellence in Customer Experience” category

■ Responsible Business Awards 2017

for the investor education initiative, “Pragati Ki Neev”, in the category – Sustainable Education Strategy Award

■ CSR Leadership Awards 2017 – for Support & Improvement in Quality of Education



Our Offerings

While pursuing our mission to assist our customers in meeting their financial goals, we have developed a client base that spans across various business segments. These include:



**Retail
Broking**



**Distribution of
Retail Financial
Products**



**Private Wealth
Management**



**Institutional
Broking**



**Corporate
Finance**



Retail Broking

ICICI Securities is India's largest brokerage with 4 million customers, offering products including equity, derivatives, currency, margin trading funding etc. It is amongst the pioneers of India's e-brokerage business supported by its proprietary and full service trading platform ICICIdirect.com which has won multiple accolades for its features and strength. Our retail broking segment is well-known for its research team, which covers 250+ companies spread across various sectors and a strong mutual fund, technical and derivatives desk.



Distribution of Retail Financial Products

ICICI Securities is a leading financial products distributor. It is India's second largest non-bank MF distributor. We have one of the largest pan-India distribution networks of around 200 ICICIdirect branches across 75 cities, ~5,400+ sub-brokers, authorised persons, IFAs and IAs. Apart from Mutual Funds, we offer gold bonds, ETFs, NPS, corporate FDs and bonds, and life and general insurance.



Private Wealth Management

We facilitate our PWM customers by providing them with research, advisory and execution services. In addition to regular equity and equity linked products, we also offer specialised service to them like structured products, private equity, portfolio management, AIFs etc.



Institutional Broking

As a full service institutional broker, we are empanelled with a large cross section of institutional clients, including foreign institutional investors. With a dedicated sales teams across India, South East Asia, and the US, we provide a range of value-added products including corporate access and equity research. Our 30+ member strong institutional research team covers over 250 Indian stocks and publishes macro-economic and industry-related research. We regularly conduct investor conferences to bring together investors and corporates.



Corporate Finance

We are the leading investment bank in the Indian equity capital markets, having managed over 210 equity capital market transactions in the last 10 years. We have a strong distribution capability with institutional investors across US, Europe, Asia, and India and leverage our retail customer base. We also offer advisory services across sectors like financial services, infrastructure, manufacturing, healthcare, technology etc. Our services include M&A advisory, structured products, private equity, restructuring advisory etc.

Message from the **Chairperson**



In a business which is very information-oriented, we have always put customers first and invested heavily in technology, people and processes so as to empower them with the right tools and information.

1.2%

Ratio of GDP to financial savings in shares and debentures